



# Frost Brown Todd

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June 22, 2005

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Re: Application: 10/663,718  
Filed: 09/17/2003  
Applicant: Hunter, et al.  
For: SYSTEM AND METHOD PERMITTING MERCHANTS TO USE  
ELECTRONIC BILLBOARD DISPLAYS TO CARRY  
ADVERTISEMENTS FOR PRODUCTS THAT CAN BE PURCHASED  
THROUGH A UNIVERSAL AUTOMATED ORDER PROCESSING  
SYSTEM  
Atty Ref.: 0103637-0533877

Dear Sir:

Enclosed for filing are the following papers for the above-referenced patent application:

1. Revocation and New Power of Attorney;
2. Change of Correspondence Address; and
3. Self-addressed postage prepaid return receipt postcard.

The Commissioner is hereby authorized to charge payment of any fees associated with this communication or credit any overpayment, to Deposit Account No. 06-2226, including all fees for extensions of time and any filing fees under 37 CFR § 1.16.

Respectfully submitted,

FROST BROWN TODD LLC



Andrew B. Ulmer (Reg. No. 57,003)

Commissioner for Patents

June 22, 2005

Page 2 of 2



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The undersigned certifies that this correspondence was deposited with the U.S. Postal Service with sufficient postage as first class mail and addressed to "Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450" on this 22<sup>nd</sup> day of June, 2005.

A handwritten signature in black ink, appearing to read "Cole B. D." or "Cole B. D." with a small "D" below it.

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## BEST AVAILABLE COPY

PATENTS

## UNITED STATES PATENT AND TRADEMARK OFFICE

Application: 10/663,718

Examiner: (unknown)

Filed: September 17, 2003

Art Unit: (unknown)

Inventor: Hunter, et al.

Atty Ref.: 0103637-0533876

Title: **SYSTEM AND METHOD PERMITTING MERCHANTS TO USE  
ELECTRONIC BILLBOARD DISPLAYS TO CARRY  
ADVERTISEMENTS FOR PRODUCTS THAT CAN BE PURCHASED  
THROUGH A UNIVERSAL AUTOMATED ORDER PROCESSING  
SYSTEM**

**STATEMENT UNDER 37 CFR 3.73(b),  
REVOCATION OF POWER OF ATTORNEY, AND  
NEW POWER OF ATTORNEY**

NOVUS Partners, LLC, an Ohio Limited Liability Company, is the assignee of record of the entire right, title and interest in the above-referenced patent application by virtue of an assignment of the above-referenced patent application. The assignment was recorded in the United States Patent and Trademark Office at Reel 015711, Frame 0927. The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

I hereby revoke all previous powers of attorney or authorizations of agent given in the above-identified application. I hereby appoint David E. Franklin, Esq., Registration No. 39,194; Edwin R. Acheson, Jr., Registration No. 31,808; William E. Gallagher, Registration No. 35,145; Steven J. Goldstein, Registration No. 28,079; Victor C. Moreno, Registration No. 40,732; David E. Schmit, Registration No. 28,472; Kevin S. Sprecher, Registration No. 42,165; Andrew B. Ulmer, Registration No. 57,003 and Janice Baker Whitlow, Registration No. 57,011; c/o Frost Brown Todd LLC, 2200 PNC Center, 201 East Fifth Street, Cincinnati, Ohio 45202 (513) 651-6800; and Jeffrey J. Vaitekunas; Registration No. 44,382, as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.

By: Scott D. WamplerName: Scott D. WamplerTitle: CEODate: 6/22/05



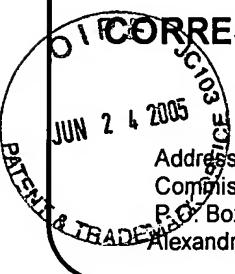
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John B. Bell

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Application Number	10/663,718
Filing Date	September 17, 2003
First Named Inventor	Hunter, et al.
Art Unit	(unknown)
Examiner Name	(unknown)
Attorney Docket Number	0103637-0533876

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Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

Attorney or agent of record. Registration Number 57,003

Registered practitioner named in the application transmittal letter in an application without an executed oath or declaration. See 37 CFR 1.33(a)(1). Registration Number \_\_\_\_\_.

Signature

Typed or Printed Name Andrew B. Ulmer

Date

06/22/05

Telephone (513) 369-4811

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.

\*Total of 1 forms are submitted.

This collection of information is required by 37 CFR 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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